

2015 NEDC Breathe Easy Leadership Nomination Application Nomination for FreshDirect

FreshDirect delivers the freshest food from farm to table to thousands of families and citizens throughout metropolitan New York, while driving the greenest vehicles to promote clean air and sustainable communities.

Company Background – *Innovating the Way People Shop for Groceries*

Serving as one of New York City's leading online grocers since 1999, FreshDirect provides the highest quality food by a 'click of a mouse' to hundreds-of-thousands with timely and convenient door-to-door service. FreshDirect provides all locally sourced - produce, meats, baked goods, ingredients, and other necessities to accommodate an urban lifestyle through quick online shopping and access to a vast menu to select from. Built on the principles of direct sourcing, love and care, and sustainability, FreshDirect looks around every corner to ensure that the company is providing only the best of food, service and commitment to the communities it serves, while taking its own steps to be green.

Project Location:

23-30 Bordon Avenue
Long Island City, New York 11101

Timeline:

2013 – 2015

Costs:

Est. \$7,765,100.00

Actions to Reduce Diesel Emissions – *Moving toward a Near Zero Emission Fleet*

Now serving counties in New York, New Jersey, Pennsylvania, Delaware, and Connecticut, and growing; FreshDirect understands that the way it delivers its product to its customer is not only important for timely service, but to the environment. Operating more than 400 medium-duty vehicles, FreshDirect is aggressively taking actions to replace its older diesel fleet with cleaner and alternative fuel vehicles. Since July 2013, FreshDirect and its fleet arm UTF Trucking Inc., have invested millions of dollars in a variety of new technologies that have resulted in a significantly smaller carbon footprint. During this time, FreshDirect has purchased a total 79 all-electric, hybrid-electric, and clean diesel vehicles while running the entire diesel fleet on Biodiesel (B-20). See table on page 2 entitled "FreshDirect Green Fleet Profile."



To help make the transition into cleaner – alternative fuel vehicles, FreshDirect applied for grant incentives through the New York State Energy Research and Development Authority (NYSERDA) for the purchase of six (6) Smith Newton All-Electric trucks and 20 Hino Hybrid-Electric trucks. FreshDirect was awarded these incentives based on the company's commitment to operate the new vehicles in the five boroughs of New York City to improve air quality and reduce impact on local communities.

In addition, FreshDirect is taking important steps to reduce idling, fuel consumption, and promote driver safety through state-of-art technologies that aim to move goods safely and efficiently. FreshDirect is currently using an advanced telematics system called Telogis which yields driver safety, fleet maintenance and enhanced fuel economy. Secondly, the Malone idle-reduction technology automatically shuts engines off of Mitsubishi trucks when idling for more than one minute. Other vehicle technologies in FreshDirect's fleet include factory installed idle-reduction technologies. Drivers are also carefully trained to meet idle-reduction laws, drive safely, and follow route and driver techniques to maximize fuel economy.

FreshDirect Green Fleet Profile (July 2013 to 2015)				
All Medium-Duty Vehicles with GVWR 12,000 - 19,500				
Annual Mileage per Vehicle = 15,000				
Technology Type	Quantity	Total Cost	Incentive Amount	Annual Mileage
Alternative Fuel Vehicles (Engine MY 2013 & Newer)				
Smith All-Electric Trucks (16 Ft Chassis, Electric Reefer, Batteries, and EV Infrastructure)	6	\$ 1,430,000.00	\$ 360,000.00	90000
Hino Hybrid Electric (20 Ft Chassis with Reefer)	20	\$ 2,012,100.00	\$ 288,000.00	300000
Clean Diesel Vehicles (Engine MY 2010 & Newer)				
Isuzu NPR EcoMax (12 Ft Chassis with Reefer)	12	\$ 900,000.00	\$ -	180000
Isuzu NQR (16 Ft Chassis with Reefer)	30	\$ 2,400,000.00	\$ -	450000
Isuzu NQR (20 Ft Chassis with Reefer)	2	\$ 170,000.00	\$ -	30000
Mitsubishi (20 Ft Chassis with Reefer)	2	\$ 170,000.00	\$ -	30000
Freightliner (24 Ft Box Chassis with Reefer)	6	\$ 588,000.00	\$ -	90000
Hino (24 Ft Box Chassis with Reefer)	1	\$ 95,000.00	\$ -	15000
Total	79	\$7,765,100.00	\$ 648,000.00	1185000

Business Case – Meeting the Triple Bottom Line to Sustainability

FreshDirect's new and advanced vehicles, idle-reduction technologies and telematics system - Telogis, not only help reduce impact on the environment, but have a positive impact on the business bottom line. These technologies contribute to intelligent decision-making giving FreshDirect the ability to afford and adopt cleaner, greener technologies as the company continues to grow and expand its service territory. These enhancements significantly increase fuel savings, improve maintenance, and lifecycle costs of the vehicle. In addition, FreshDirect has also improved the management of its reefer units with Telogis, allowing reduced run time and temperature use when conditions permit while, maintaining the integrity of its product. Start-stop idle-reduction technologies have reduced fuel consumption of reefer units by a 1/3 alone and noise pollution which is also very important to communities.



Role Model & Partnerships – Encouraging NYC Fleets to Go Green

Empowering leadership and leading by example are key to moving New York City's busy fleets toward sustainability. FreshDirect takes an active role as an important community partner in multiple education and outreach forums and serves as an expert on panels and working groups discussing the importance and business case on alternative fuel vehicles and smart fleet tools that improve efficiency, reduce petroleum consumption and protect the environment. Outreach and partnership activities include: Gold Member of Empire Clean Cities, Presenter/Vehicle Display at 6th and 7th Annual NYC

Stakeholder Meeting and Annual Fleet Show (2014 and 2015), Mentor and Presenter for NYC Vision Zero, 2015 Green Truck Summit (Indianapolis, IN), High-Efficiency Truck Users Forum (HTUF) (Chicago, 2014), and E-Truck Task Force (2014 – 2015).

Air Quality Improvement – Fleet Emission Reductions

Since these new investments, FreshDirect's fleet went from being 45 percent compliant with the most stringent 2010 EPA standards to 93 percent. The air quality benefits include a significant reduction in greenhouse gas (GHG) emissions and other criteria pollutants such as Hydrocarbons and Carbon Monoxide by 90 percent, Oxides of Nitrogen 96 percent, and Particulate Matter by 98 percent. Likewise, some of the new efficient trucks are seeing double in miles per gallon versus the same vehicles they replaced with the same duty cycle.